

PROPER USAGE

LOGO

SIZING RESTRICTIONS

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print and web materials, the logo should be sized somewhere between 1.25" and 2" wide. The logo should never print smaller than 1.25" wide.

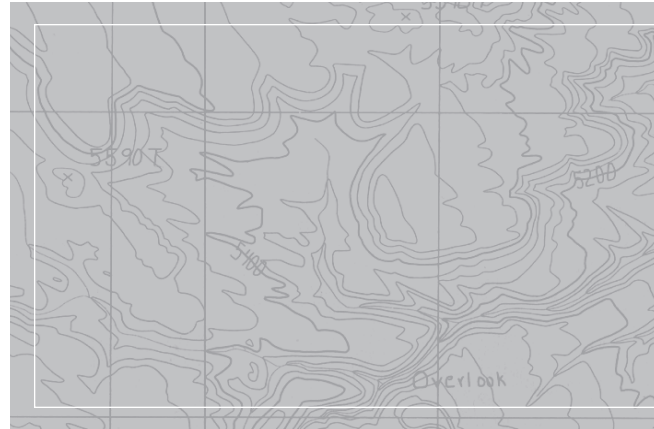
CLEAR SPACE

An important element in the Utah logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within the layout.

To determine clear space, the width of the distance from the beginning of the "L" in LIFE ELEVATED to the end of the "F" has been defined as "X." There should always be at least the space defined as "X" around all sides of the logo.



Width from "L" to "F"
equals "x"



PREFERRED SIZE

The recommended size, where applicable, is 1.5" wide.



PREFERRED PLACEMENT

When using the logo in ads, photographs, or similar applications, it is preferable that the logo be placed in the upper, right-hand corner of the ad to further express the sense of elevation.

